



Ibukun (Ibz) Adegola

Senior Product Designer (UI/UX)

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📍 East London

Skill Set

Soft: Stakeholder Management | Facilitation | Strategic Thinking | Complex Problem Solving | Effective Communication

UI: Design Systems | Responsive Design | Mobile Apps | Prototyping | Hi-Fi Mockups | Interaction Design | Brand identity & Logos | Art Direction | Creative Research | Iconography | Vector Illustration | Image Manipulation | Presentation | Marketing Assets | Print Design | 3D

UX: User Interviews | Journey Maps | Wireframes | Paper Prototypes | Personas | Surveys | User Stories | User Testing | IA

Front-end Coding (Knowledgeable): HTML | CSS | Javascript

Tools

Figma | Miro | Sketch | Adobe Suite including Photoshop, Illustrator, InDesign, After Effects | Principle | Look-back | Web-flow | Marvel | Keynote | Blender

CAREER EXPERIENCE

- AND Digital | Consultancy | Permanent** Mar'22 - Now
 - International SOS | Product Designer** 1 mo
Collaborated with the Product Analyst and design system team to re-platform and unify consumer-facing native mobile and web products.
 - Oxford University Press | Designer** 1 mo
Facilitated client sessions to gather requirements and visualise the future vision, aimed at engaging and exciting partners & institutions.
 - Telegraph | UX Designer** 1 mo
Led user experience for the publishing tool discovery project. Presented prototype to C-suite, clarifying vision and securing funding, prioritized features, and facilitated tech partner discussions.
 - Wagamama | Product Designer** 7 mos
Led the most critical epic "Earning Stamps & Redeeming Rewards" for the new loyalty app. Established a unified brand experience across the various products and streamlined development.
 - WTW | Product Designer** 1 mo
Utilized visual design expertise to create compelling prototypes under tight deadlines, facilitating impactful client discussions and unlocking new business opportunities.
 - Openr (Azzurri Group) | Product & Service Designer** 1 yr 5 mos
Led and owned several epics from discovery to Beta. Contributing to successful launches across 130 restaurants. Created the Design system and also led on usability testing.
- TCS Interactive | Agency | Permanent** Mar'20 - Feb'22
 - Verizon | Product Designer** 1 yr 7 mos
Designed key features end-to-end for 2 of Verizon's flagship video streaming products. Both products now have 3.2m+ daily active users and a 91/100 system usability scale score.
 - Citi bank | Product Designer** 4 mos
Designed an intuitive dashboard and tailored learning pathways, boosting investor engagement for the wealth education team.
- Vismedia | Agency | Permanent** Jun'19 - Dec'19
 - Wash@Home | Product Designer** 7 mos
As a Sole Designer, led the full design (including the visual identity & design system) of the peer-to-peer laundry mobile app. Beta was successfully launched Q1 2020 in New York on iOS and Android.
- eGen | Freelance | Permanent** Jan'19 - Mar'19
Refined the visual brand identity and design a responsive e-commerce website for a company that supplies high-quality Scooters and Mopeds. Drove sales conversion by 22%.

EDUCATION & CERTIFICATION

- UI Design Diploma** 2019
Red Academy
- Msc Entrepreneurial Design Management** 1st class
Loughborough University London 2017-2018
- BEng Product Design Engineering** 2013-2017
Loughborough University